

PEN ESTERLING

SIMPLIFIED WITH
DRAWLET PENS

THE ESTERBROOK PEN CO. CAMDEN N.J.

ALPHABETS ~ LAYOUT ~ ORNAMENTS

Published by

THE ESTERBROOK STEEL PEN MFG. CO.

Camden, N. J.

Originators and manufacturers of

DRAWLET PENS

Entire contents copyright 1929 Esterbrook Pen Co.

**All lettering and designs in this book have
been created and executed with Drawlet Pens**

**Alphabets, design and layout by
Mr. Andrew Szoeké of New York City**

Introduction

Lettering and Design. This book is an introduction to a fascinating art, which is also a highly-paid business. It deals principally with lettering and design as a commercial craft—today a growing, important, and lucrative craft. But the influence of pure art (expression, in beautiful forms) is more and more marked in this field. Hand-lettered advertisements, window-cards, mailing pieces—even titles for stories in the magazines—are today earning appreciation as things of beauty. And so, although every step we outline has a solid practical background, this book is planned to merit the attention of the most discriminating taste.

Pens in Modern Lettering. The tools of the letterer today nearly always include Esterbrook Drawlet Pens. The change from older tools has resulted from two great needs. (1) The novice or student does not want his time, attention and patience absorbed in an effort just to learn to handle his tools. He wants, rather to learn proportion and design, and to achieve expression rapidly. Drawlet Pens, because they make an even, steady line, and are natural and easy to hold, release the attention and build enthusiasm for the project. (2) The skilled craftsman finds that time is his greatest asset. Any-

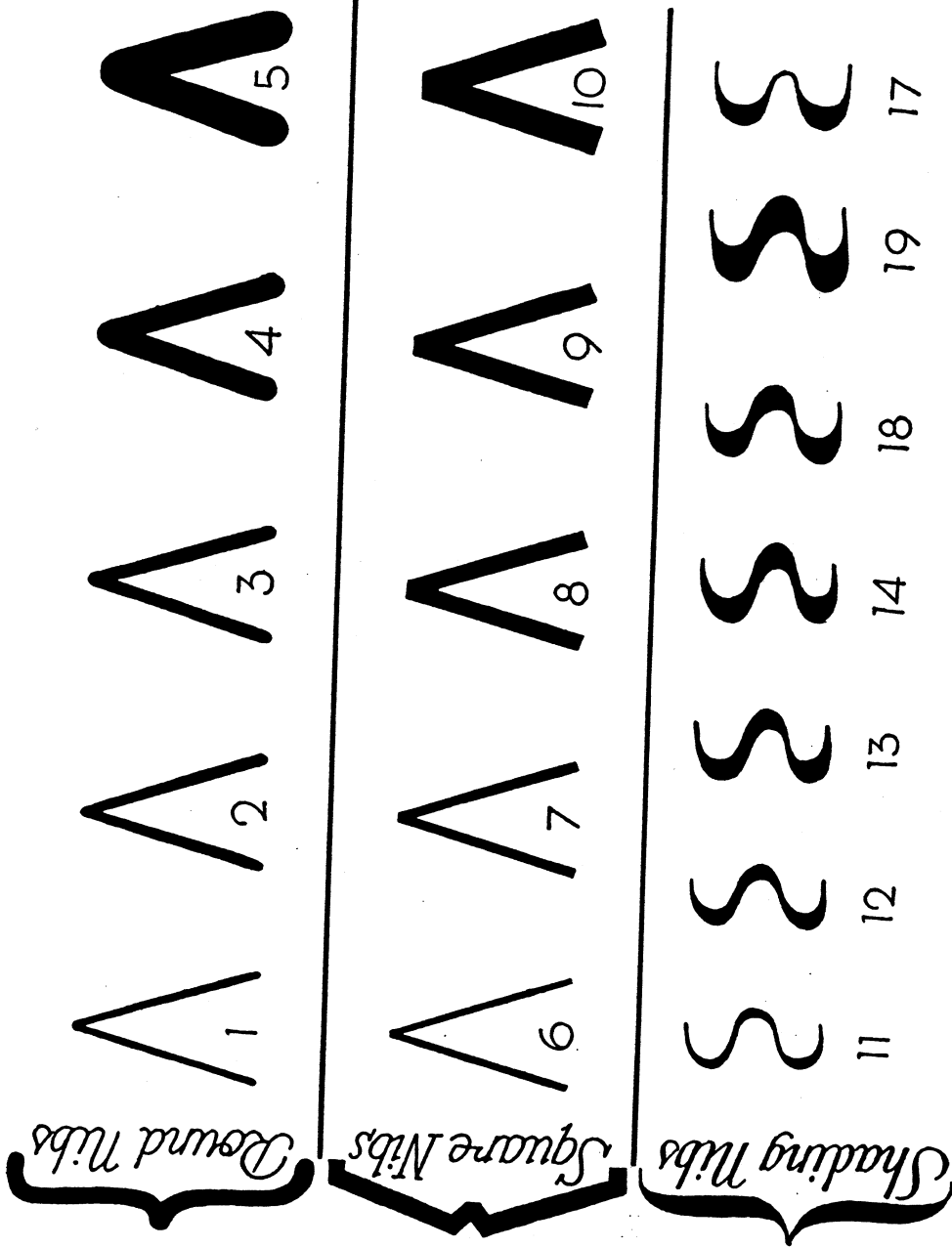
thing that saves his time, or speeds and improves his work, puts dollars in his pocket. Drawlet Pens save many strokes over a brush. The letters they make do not need to be retouched. This results in amazing savings of time and improvements in work.

The widespread use of Drawlet Pens does not supplant the older tools. It rather supplements them. Pencils, brushes, crayon, scratch-knives, have a permanent place in the artist's kit, but for a tremendous number of jobs—headlines, show cards, price tickers, even small outline drawings—Drawlet Pens cannot be excelled.

Why This Book. Drawlet Pens are comparatively new. The technique of using them is simple, but since it is new requires exposition and examples. Up to now there has been no book available, which puts the necessary information in plain language. There has been no book available giving you a working assortment of simple and beautiful lettering styles especially easy to do with Drawlet Pens. That is the purpose of this book. It is not meant to be read. It is meant to be studied. Page by page, study these examples and the principles behind them. You will find yourself mastering a very useful art indeed.

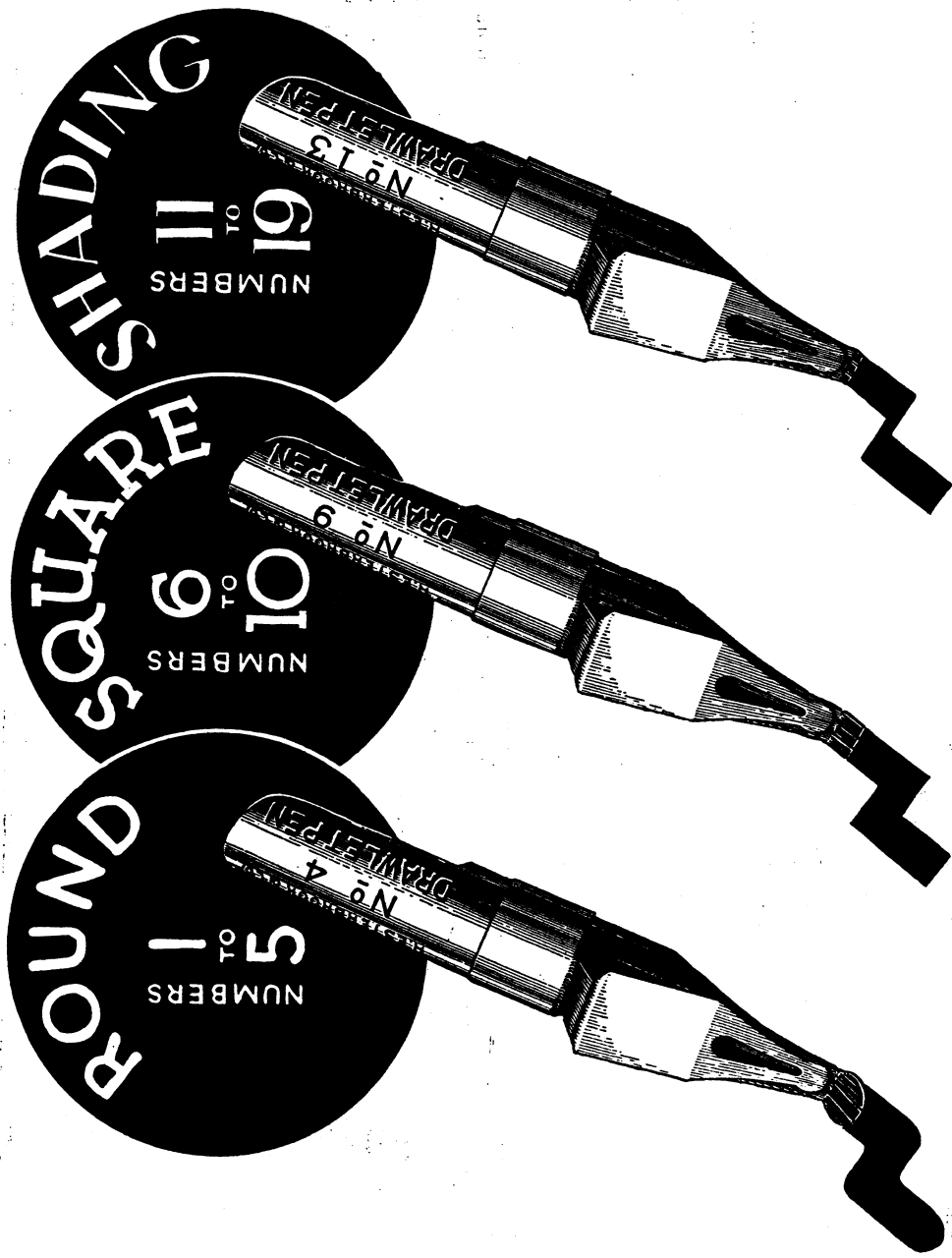
The Strokes

There are 17 styles and sizes of Draw/let Pens, divided into three groups: Round nibs, Square nibs, and Shading nibs. The strokes on this page show the exact size and type of line made by each.



The Pens

These are enlarged pictures of a typical Drawlet Pen from each of the three groups. Study the shape of the nib (the flat "business end" of the pen) and you will understand why each makes its distinctive type of line. Note especially the large-capacity ink-reservoir, open at the sides for easy cleaning.



How to Hold the Pens

Drawlet Pens are used in a regular penholder. Hold simply and easily—like a pencil. The holder may point a good bit to the right of your right shoulder. Keep your entire forearm and wrist on the board, to steady your stroke.

Caution: For square-nib pens (alphabet, page 18) the penholder must point straight at your shoulder, so that the terminals of each line will be cut off square and clean. Otherwise you will get the effect shown on the right.

RIGHT WRONG
H H

For shading-nib pens, when you wish to draw a Roman Alphabet (see page 11), also hold the pen straight. The difference is shown here.

RIGHT WRONG
B B



Pens. Having a full outfit of 17 Drawlet Pens, the first thing to do is to make sure you can identify them quickly and accurately. Get 17 penholders, 5 red, 5 green, 7 black. Put your round-nib pens in the red holders, square in green, shading in black. Then take a penknife and notch each penholder so you can also identify the size of the pen at a glance. This saves lots of time and mistakes.

Pens Must be Kept Clean. When you are through using each pen, clean it before the ink or color dries. Dried, caked color can be scraped off easily—with the point of a regular steel pen—wet color can easily be removed with a bit of cloth. It is particularly easy to clean a Drawlet Pen because there are no complicated gadgets. The cloth or penpoint easily slips under the reservoir, and cleans thoroughly. It's no chore. But it must be done. For good results, keep your pens clean.

Filling the Pen. Dip pen deeply enough to fill the reservoir, but slowly and gently. Before placing the full pen on paper, touch the under side to the side of the container, so as to drain off surplus ink and avoid blots.

Avoid jamming the bottom of your color container with the pen when dipping. Sediment settles to the bottom and will clog the point and continued jamming of the point against the bottom when filling will eventually throw points out of position.

Rest at the beginning and end of each stroke to assure sharp, full terminals. Press firmly and steadily on the pen, but not too hard. The pen itself will make a sharp uniform line.

Adjusting reservoir for proper feed. Now suppose we are lettering a black card with a heavy show card color which flows slowly. Take your fingers and lift up the ink reservoir on the pen. The reservoir is fastened to the pen—it will not slide. But one end is free and can



be bent up or down. This is a distinctive feature of Drawlet Pens, and permits you to use quite heavy colors, easily. You can quickly shift to lighter inks by pressing the fountain down again.

Board. For best results use smooth surface regulation coated board, either gloss or dull finish.

Ink and Color. For most lettering use a good Black India waterproof Ink. Esterbrook Drawlet Ink is especially suitable for this. It needs no dilution. For strong colors, including white, use show card colors rather than ink. (Colored ink is too transparent and watery for opaque lettering but is good for tints.) You must dilute colors. Do so—not in the bottle—but in a small separate vessel. A spoon will do nicely; you won't waste color. Use water to thin the color and mix well. You can tell when you have the right consistency if it flows well from the pen, and leaves a solid opaque line. If the line looks faded or streaked, add more paint. Test out your mixed color on a scrap of cardboard before you start lettering. All utensils must be clean, of course. Dirty colors and clogged pens result when you start working with mussy dishes.

**How to Use
Drawlet Pens**

Theory of Lettering

Fortunately for the beginner, the best lettering is usually the simplest. The day of fancy letter-forms and flourishes is passing. A few show cards still are done in the style of 1890, but the better artists everywhere are stressing simplicity. Stores in this respect are a little behind the magazines and advertisers—everywhere you will note that lettering has become far simpler. Simplicity does not mean mediocrity or dullness. It can be original, too, as the examples in this book prove.

So that you can train yourself to execute lettering of fine simplicity—easy to read and effective—the alphabets in this book are few and easy. It is better to learn a few good alphabets thoroughly, than to half-learn a great many. Do these alphabets over and over again, in words and phrases, until your hand moves naturally in these forms. Then you are ready to create posters and designs of your own.

The pens to start with are the round nibs. They are the best adapted to modern lettering forms, are easiest to handle, and give you the quickest results. Therefore, pages 8-15 inclusive are devoted to round-nib alphabets

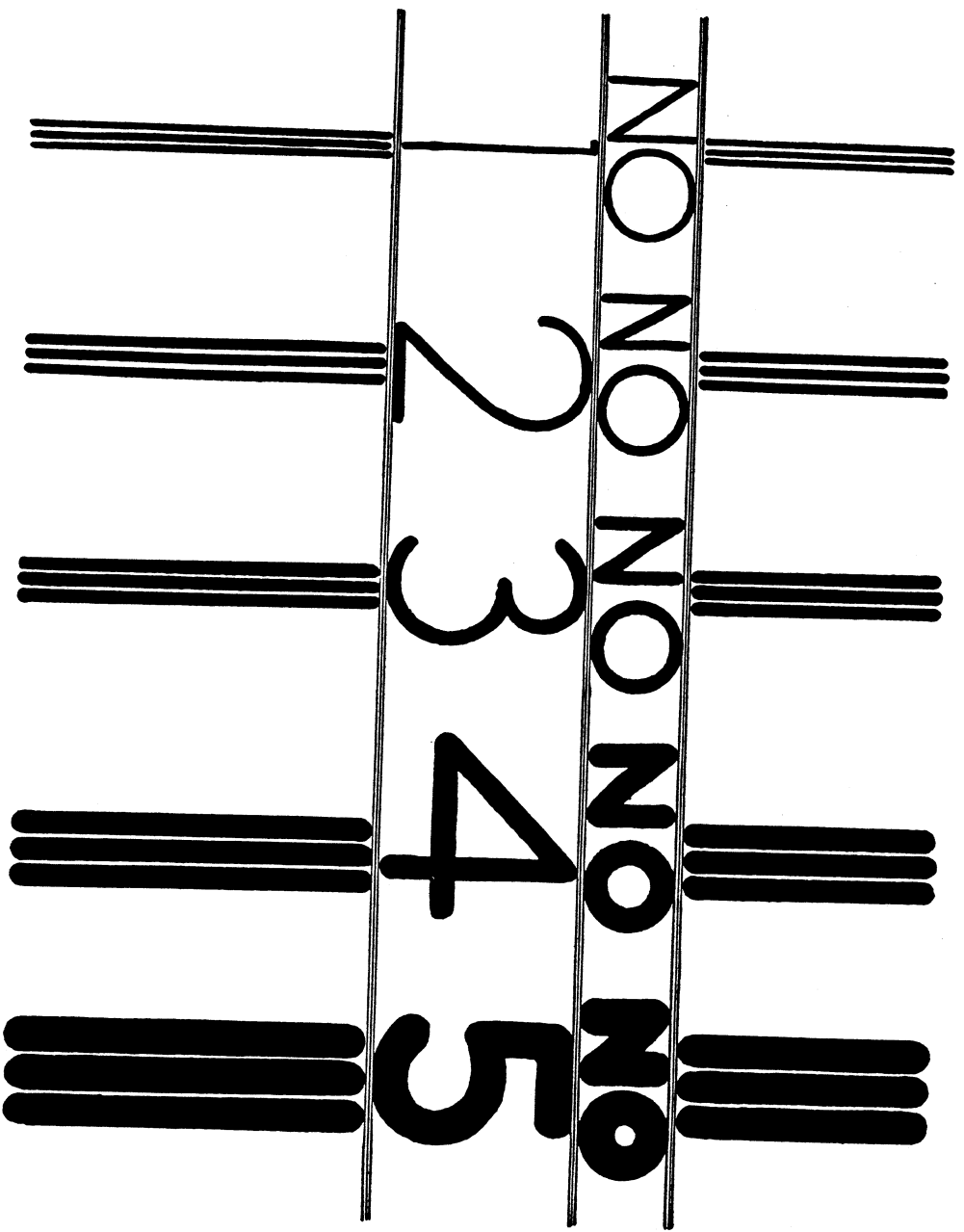
and examples. Everything on these pages, except the descriptions, is done with round-nib Drawlet Pens.

First comes a basic alphabet—simple, clear, easy to do. On page 9 is a diagram showing just how each stroke of the pen is made. On succeeding pages we show variations—a slant (Italic) letter of the same style, a script, and exaggerations of the letter for variety and interest. Last come the examples, showing how these letter-forms are combined into cards. The layout of cards is discussed on page 16.

Spacing of letters is just as important as perfect shaping of them. Note how some letters like M and W are much wider than others, while "y" and "e" are extremely narrow. A little study will show how much space each letter requires to make a legible and unified whole.

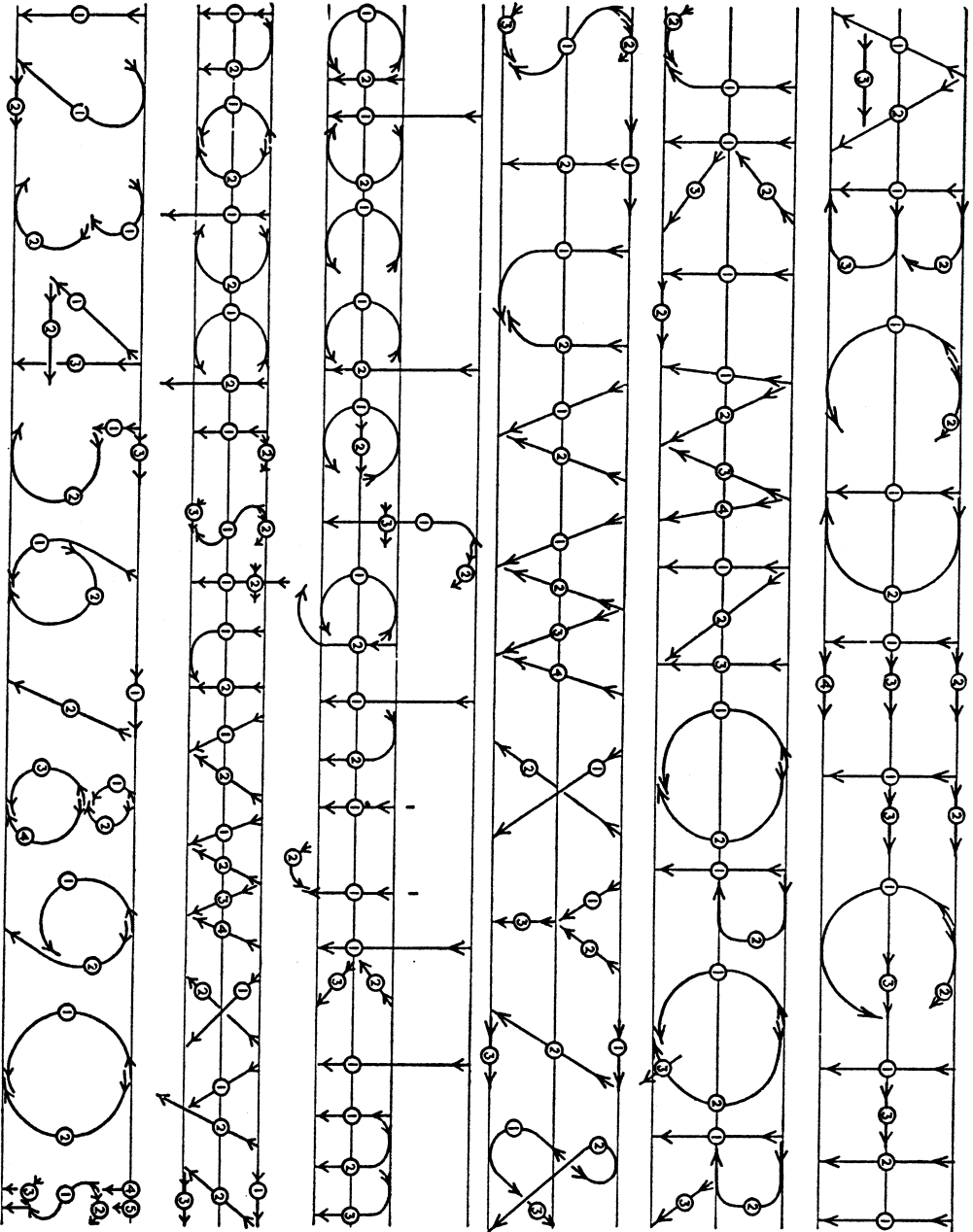
All alphabets in this book were designed—not just for Drawlet Pens, but actually with Drawlet Pens—and checked by having novices actually try them. They are sound, simple, and very rapid when you achieve proficiency.

Type and Size of
Line Made with
Round-nib
Drawlet Pens



Standard
Modern Gothic
Alphabet for
Round-nib
Drawlet Pens

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 \$



How the Alphabet on Page 8 Was Lettered

This diagram indicates how many strokes for each letter, in which direction they are made, and in which order they are made. All lettering is a combination of a few essentially simple strokes. Note on all curved parts of letters that the strokes overlap slightly. The strokes given are for the beginner; after you are expert, many of them can be eliminated, to gain speed. The C, for instance, can eventually be made with one stroke.

Two Alphabets

A slant (italic) alphabet,
and a script (written) al-
phabet. Round-nib Pen.
Harmonizing with standard
Gothic alphabet.

A B C D E F G	A B C D E F G
H I J K L M N	H I J K L M N
O P Q R S T U	O P Q R S T U
V W X Y Z & ?	v w x y z & ?
a b c d e f g h i	a b c d e f g h i
j k l m n o p q r	j k l m n o p q r
s t u v w x y z	s t u v w x y z
2 3 4 5 6 7 8 9	2 3 4 5 6 7 8 9

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

Variations of
Standard Gothic
for Contrast

We call these "Murt and Jeff." The upper is used for weight, the lower for grace and large light areas of lettering. The only trick to "Murt" is that letters are alternately extra wide and extra thin. You could do the same starting with a thin letter if you like.

Two Show Cards

The spot of black on the left-hand card could be cut out of colored paper and pasted on. In this case it was outlined with a Drawlet Pen and filled in. The decorations on the right-hand card were done with the flexible Drawlet Pen No. 17.

the
season's
smartest

SPRINGS SHOES

FLOWERS

AN
APPROPRIATE
GIFT
FOR
EVERY
OCCASION

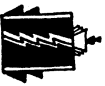
For the graduate
or June bride
daintily

SILK UNDIES

\$3.

MODERN MIRRORS

LARGEST SELECTION OF
OF AMERICAN MADE
AND IMPORTED MIRRORS



Fifth Floor

Two More Cards in Modern Taste

The narrow card shows how beautifully "Mutt" fits a very difficult size and shape. Lettering white on black must be large and clear because our eyes aren't used to it. The wide card shows both "Mutt" and "Jeff" (see page 11) giving a very distinguished air to a card of utmost simplicity.

The Headline

and the two cards are all done with the round-nib Drawlet Pens — twice this size, of course. They prove that one needn't lack variety just because one does things simply.

MOYU

**IS THE TIME TO BUY YOUR
OVERCOAT FOR NEXT WINTER**

prices are very much lower

☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

**AMERICANA
PRINTS**

on
display

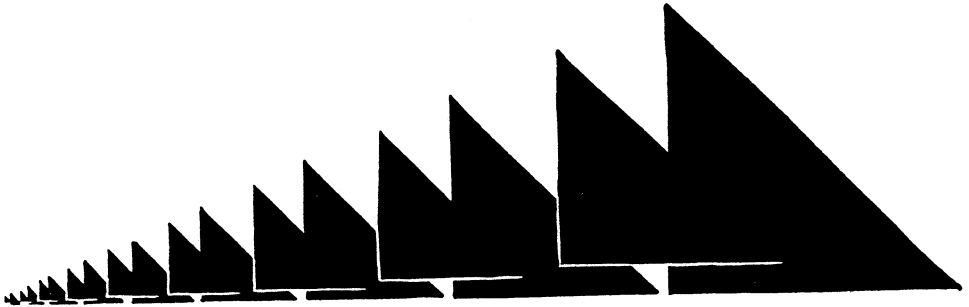
SILK DEPARTMENT - FIFTH FLOOR

☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

The **"COUNTRY
CLUB"**

A LIGHT
HAT FOR
SUMMER

\$ 9.



MODERN FABRICS

*for drapes
pillows
curtains
upholstery*

SEVENTH FLOOR



This Very Smart Card

is perhaps a little extreme
—but doesn't it express its
message at a glance? One
really expects extra fine
fabrics after seeing this
Drawlet-lettered card.

The Layout of the Display Card

Layout is arrangement of elements. It starts with a given shape and size and given material and proceeds to so balance the various elements that a clear, simple, effective, and pleasing harmony will result.

Layout is first of all a job of **thinking**. It is a problem of selection. What is most important, of the things we wish to say? What of next importance? What least important?

When that is decided, we can mark off the actual size of our area and play with various arrangements. Use charcoal for this. It is easy to indicate values with charcoal, and easy to rub them out and start over.

A good lettering man will make four or five tentative arrangements before he decides on one and actually starts lettering. How does he decide? It is largely a matter of taste—of perception of beauty, harmony, and effective-

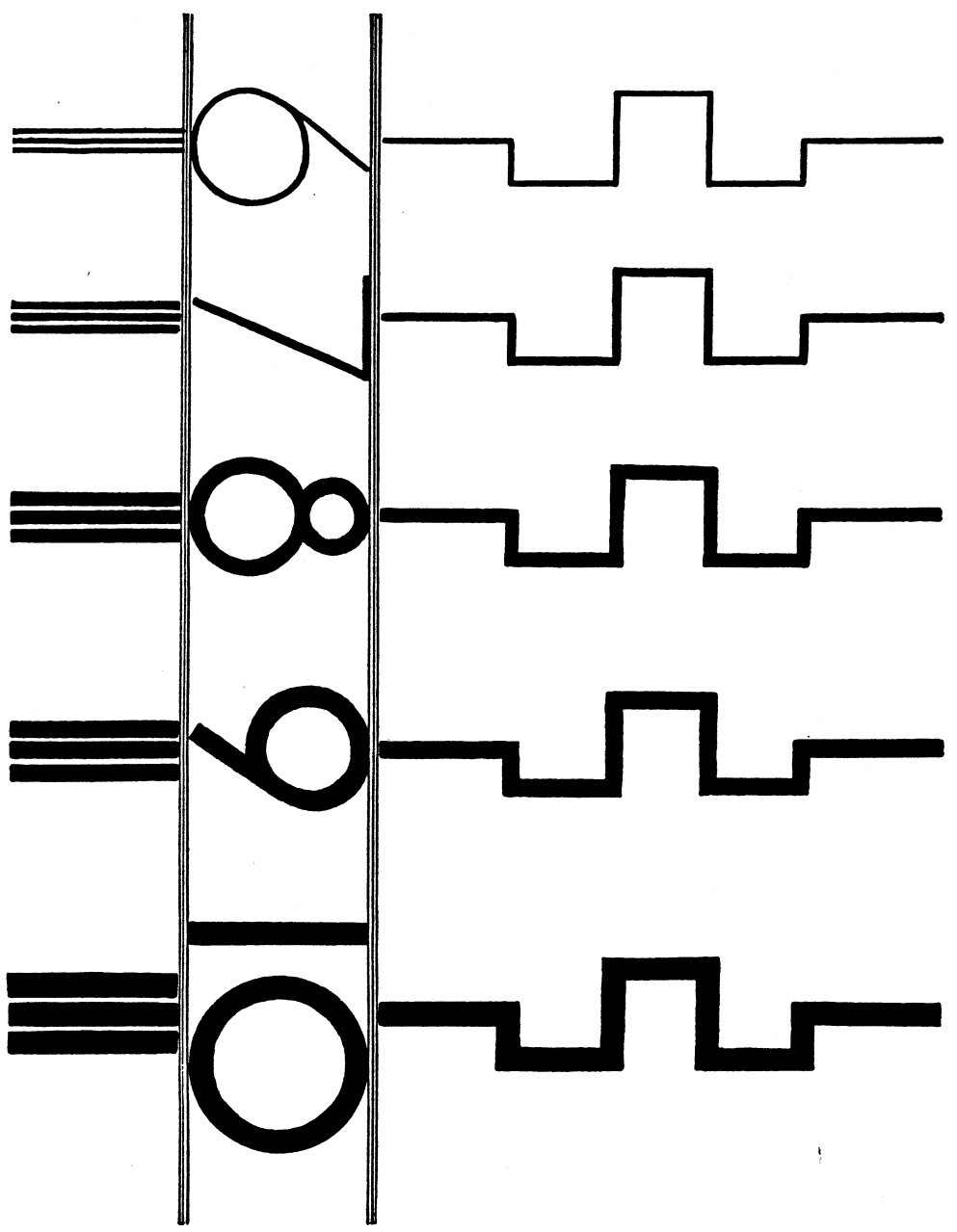
ness. No two men will decide alike. And so no fixed rules can be quoted.

Taste can be developed and trained. Good examples are the best teachers. Try to pick good and bad examples—compare them—ask yourself what makes them good or bad. Keeping a note book, with sketches of especially nice layouts, will prove very helpful to the beginner. The examples in this book are excellent—but they aren't the **only** good solutions to the problem presented. Study advertising art in general, in the big weekly and monthly magazines. There you will see layout problems, far more complete and difficult than any display card, successfully solved. The one essential is: **Important** things.

Variety, originality are excellent if you subordinate them to the essential job of telling a clear message with your card, telling it pleasingly, telling it fast. Originality in the hands of an untrained man tends to be fantastic and illegible. First be straightforward.

**Type and Size
of Line Made
with Square-nib
Drawlet Pens**

Note the square corners,
obtained without retouch-
ing.



**Standard
Square-nib
Alphabet**

To gain from the character of the pen itself serifs (tips) have been added to these letters. The sharp, clean effect of the square nibs thus gives a distinctive air to the alphabet. The penholder must point straight at the shoulder to get true flat terminals at top and bottom of strokes.

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z &
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 \$

C OATS

ESPECIALLY
DESIGNED
FOR THE WELL-
DRESSED MISS

*third
floor*

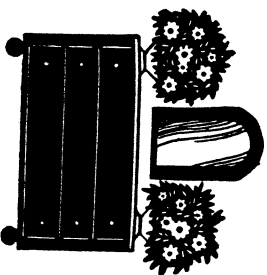
\$ 47

Card Lettered
with
Square-nib Pens

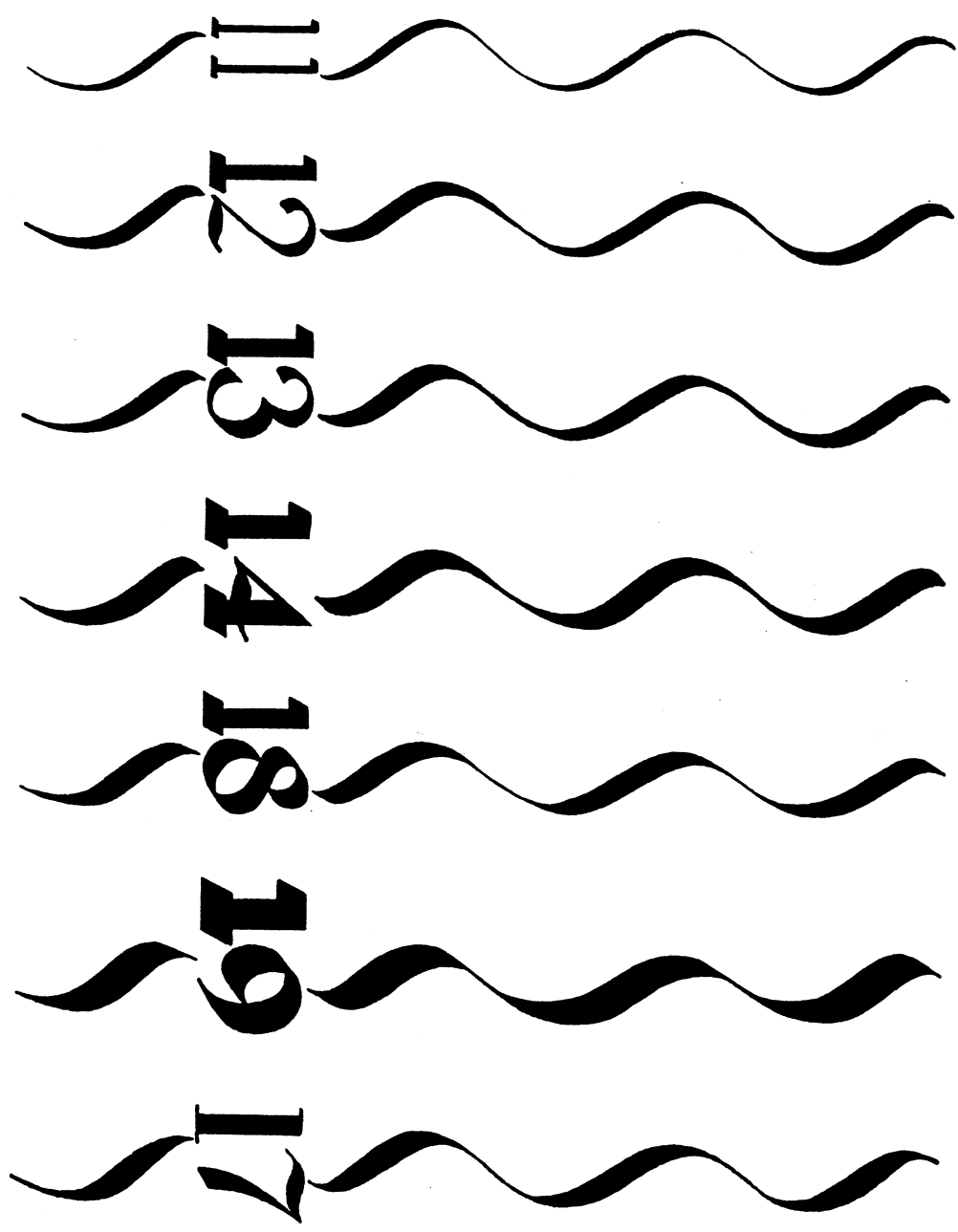
The large letter C exaggerates the chief message of this card. The script alphabet done with a round-nib pen on page 10 is here used for "third floor," only it is executed with the square-nib pen.

**A Somewhat
Different Letter**

is achieved by simply turning one serif up and the other down! Note the T, the E, and the F. This makes the lettering harder to read, and extra wide spacing is used so the eye can comfortably follow each line.



**NATIONAL SALE OF FURNITURE
★
WORTHY FURNITURE AT WORTH
WHILE SAVINGS TO HOMES IN
EVERY STATE OF THE UNION
PLAN NOW SO THAT YOUR HOME
MAY SECURE ITS FULL MEASURE
OF PROFIT**



**Type and Size
of Line Made with
Shading-nib
Drawlet Pens**

These nibs make a heavy line one way, and a narrow one the other. This gives a very graceful letter, but is slightly harder to handle.

Roman Alphabet
Made with
Shading-nib
Drawlet Pens

In general, this alphabet is made with the pen held straight, perpendicular to the line of the writing. When you copy this you will quickly discover the few variations—the two slant lines of the A, etc. Follow the same stroke-chart, outlined on page 9.

A B C D E F G H
I J K L M N O P Q R
S T U V W X Y Z &
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 †

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
a b c c d e f g h i j k l m
n o p p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 \$

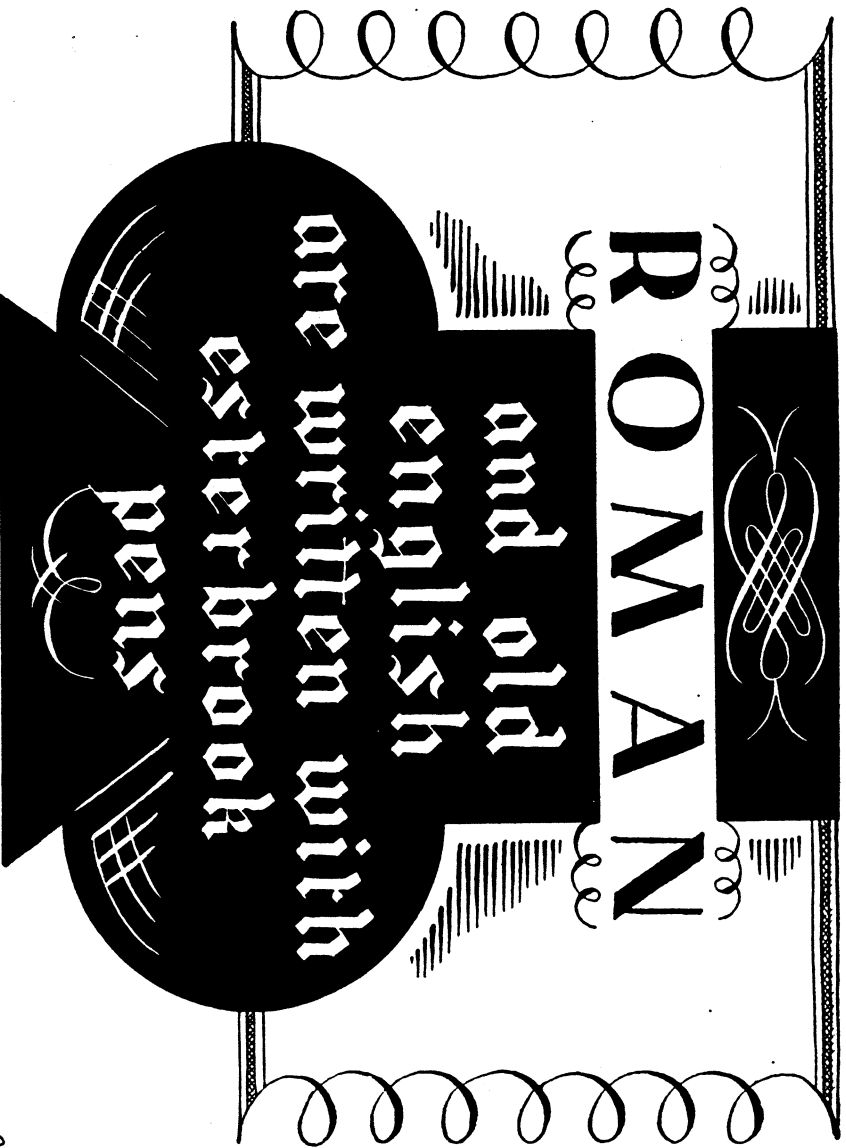
Roman with Serif

This alphabet reflects the variations in line inherent in the pen itself. In this style the position of the hand is unchanged practically throughout—natural slant position. Exceptions are the vertical strokes of the N and \$.

Old English

This dignified style, so appropriate to convey a sense of antiquity or richness, is easily and quickly lettered with Drawlet Pens with shading nibs, especially Nos. 18 and 19. The hand must be held in the slant position all the time.

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0



This Design

was worked out with shading nibs numbers 12 and 14, and the flexible No. 17. The solid blacks are filled in with black, then lettered with "show card white."

No. seventeen pen is very good for fine script and ornaments like above

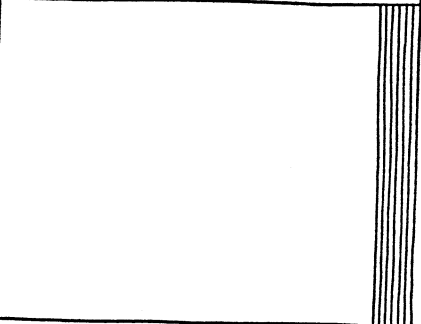
The Same Card

lettered with Round, Square, and Shading nib pens. Note the different effects that can be produced from the same material by changing the design and type of lettering. Select the one that has the "feel" you want and use the pen best suited for that type of lettering.

FUR COATS

exquisite workmanship distinguished styles smartest models

\$175



Fur Coats

Exquisite Workmanship Distinguished Styles Smartest Models

\$175

FUR COATS

\$175

smartest models distinguished styles exquisite workmanship

What do we mean by "design?" In the sense we shall use it, it does not refer to layout. We are not now considering the placing of masses, or balance, or emphasis. But we are considering the servant of the layout—an interesting helper who must never intrude, or make himself conspicuous—a helper who gives to the composition class and finish.

When the layout is all determined, we may find that certain simple areas of broken color will help to emphasize important things, will attract the eye, will hold attention. This is the one and only function of design in the show card. Too often design runs away with a

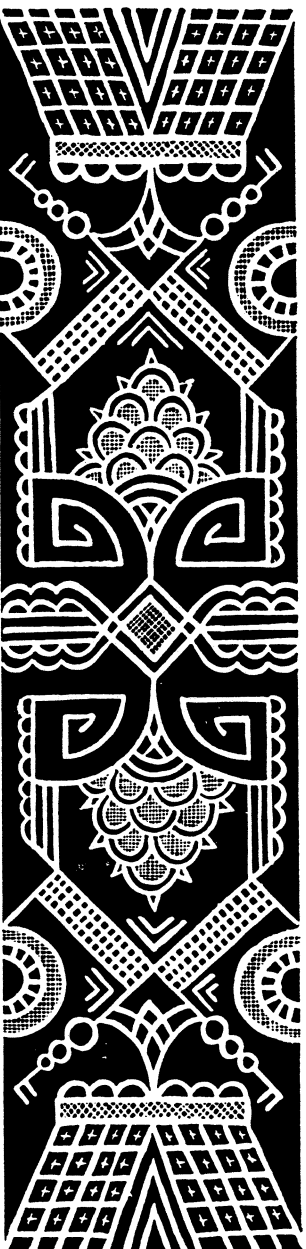
card, and the result is an unreadable mass of "spinach." Remember—design is a servant, not the master.

On the following pages we have set down some hints as to the way designs are made. We do not show you any standard borders or ornaments. We suggest how to make your own. In this field, variety is limitless. Your own taste and balanced judgment must be your guide.

There are many good books on design that will be found helpful to the student of that art.

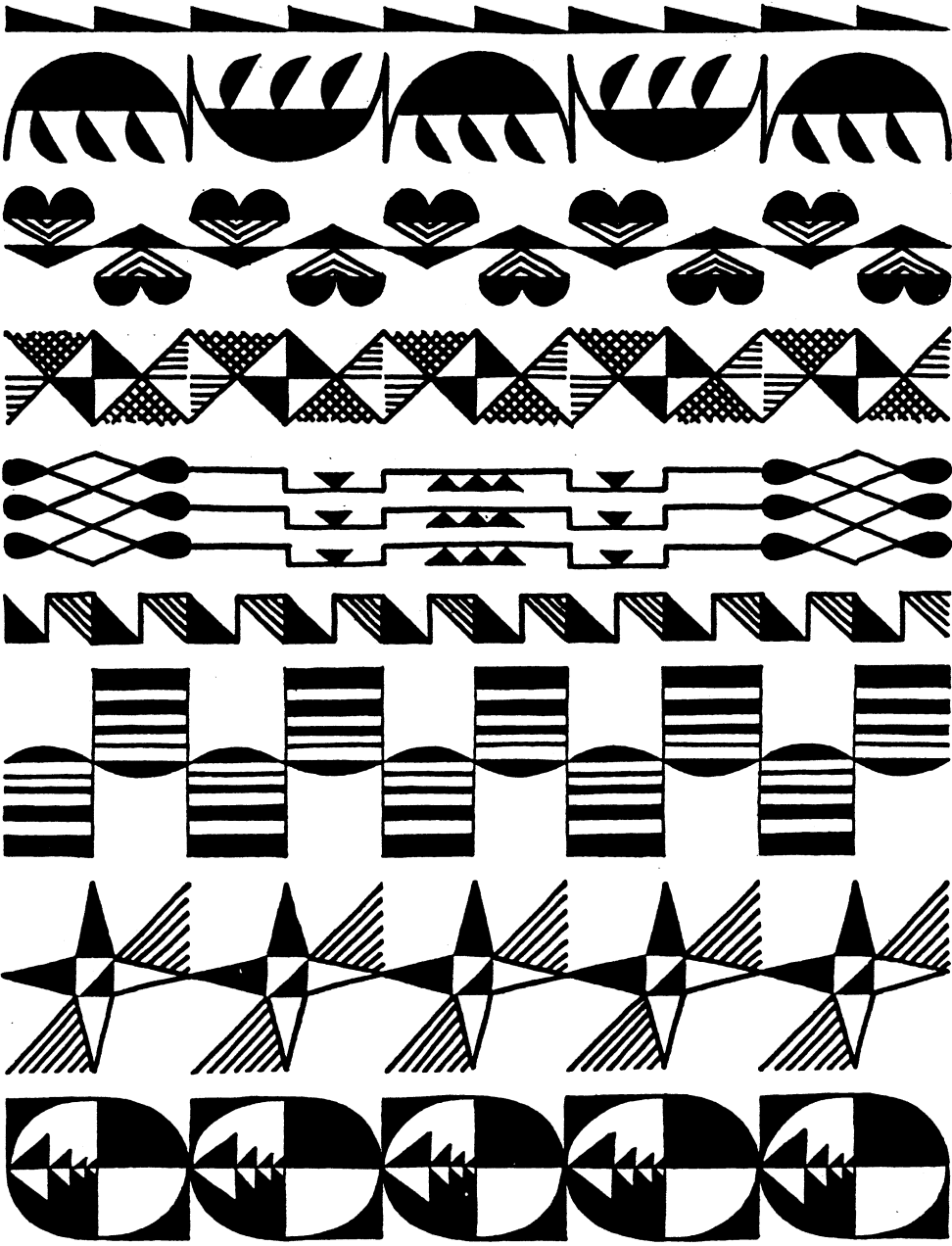
The best way to train your taste is to study good examples. Those we have given are worth close attention.

Design and Ornament



Borders and Ornaments

The problems involved in making good borders and ornaments are much the same as those of good lettering: both require clean-cut handling of simple, geometrical forms and an eye for good spacing. Both



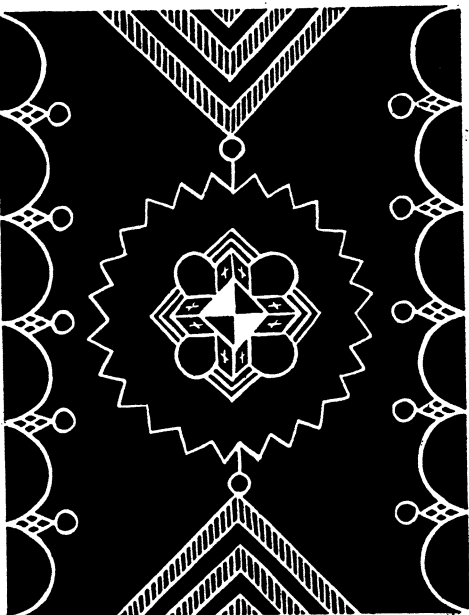
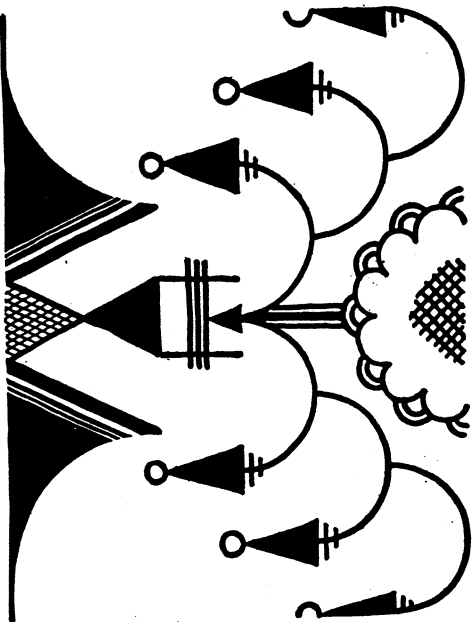
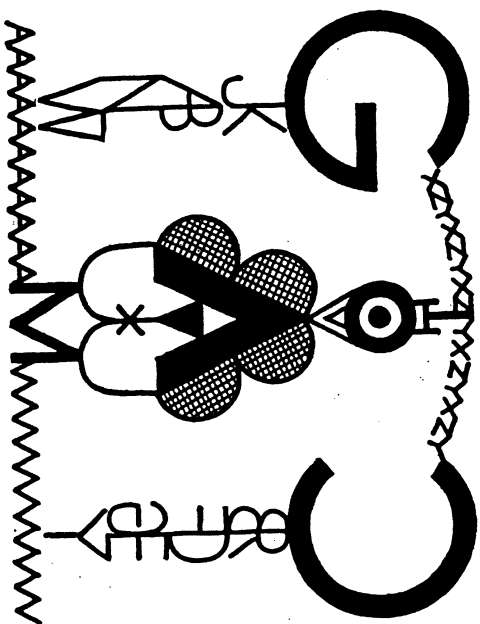


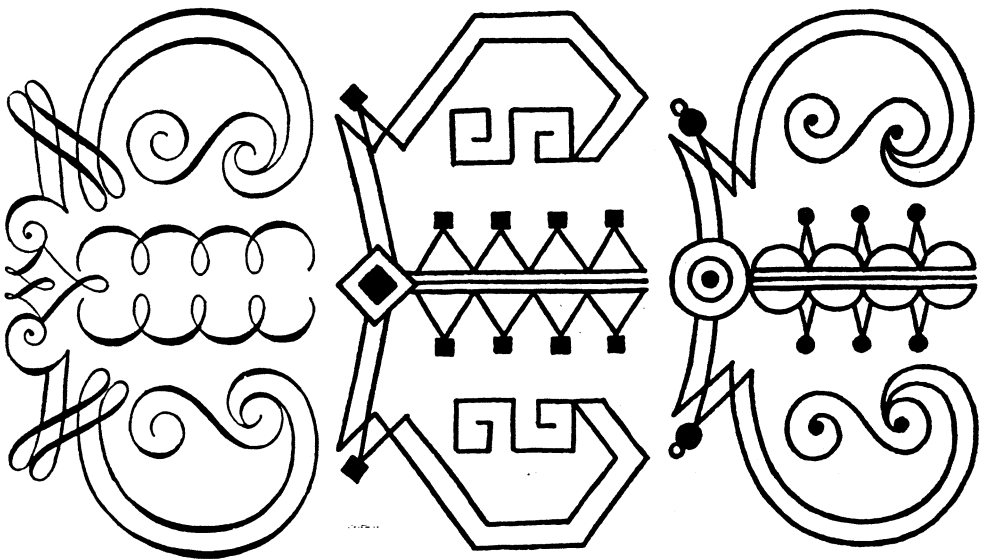
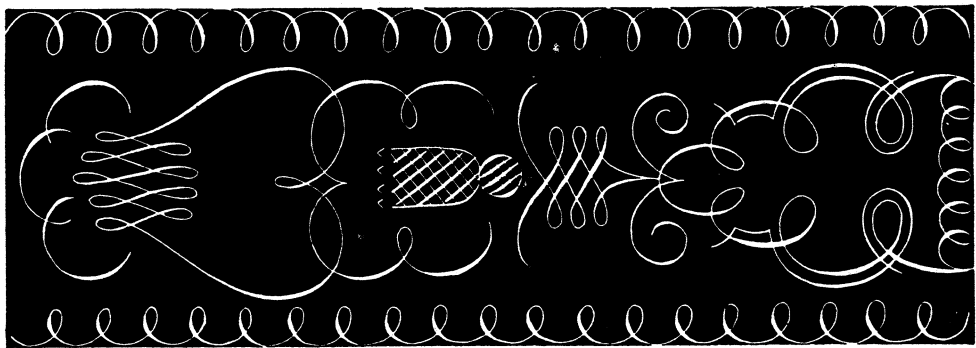
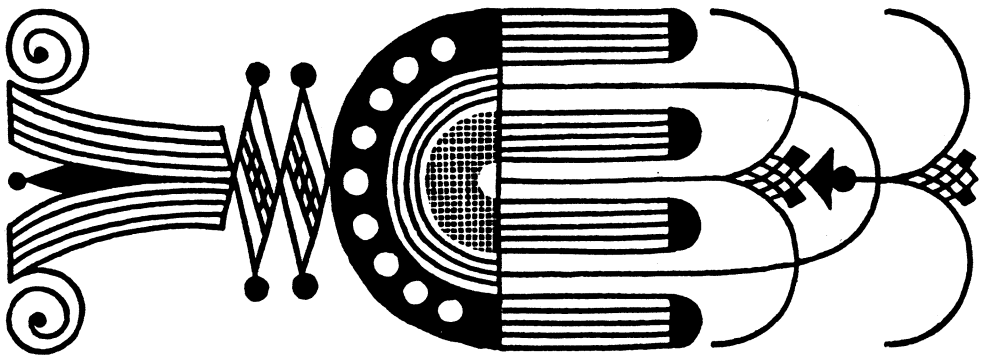
**Borders and
Ornaments**

letter-forms and design-forms are made up of straight vertical or horizontal lines, slanting lines, circles, circle-segments, and dots. Every one of these examples is made up of these simple elements, merely

Borders and Ornaments

combined in fresh, arresting ways. The more elaborate forms are constructed to fill large or unusual spaces. Some of them even suggest a motif capable of repetition over large areas. On page 31 the middle design was created with





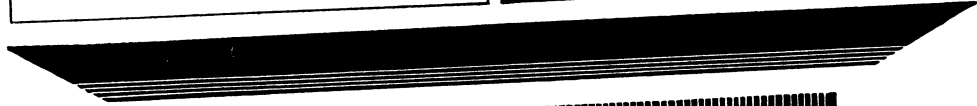
**Borders and
Ornaments**

Drawlet Pen No. 17, which is excellent for flowing curves. The three ornaments on the right are basically one, only each has been done with a different type of Drawlet Pen in order to express three different styles of design.

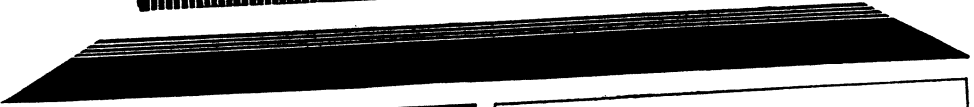
Typical Show Cards

lettered with Drawlet Pens. These are actual cards which appeared in stores. They were submitted in the Annual Drawlet Pen Contests at the International Association of Display Men's Conventions.

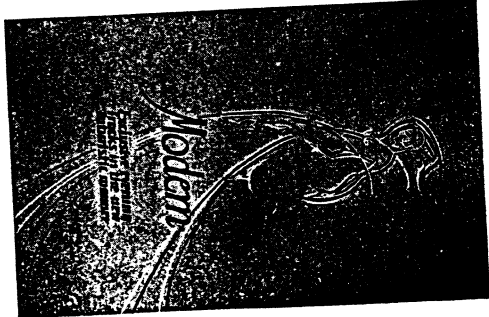
SNOOP POLLINSKI
The EARLY BIRDIES!
FAMOUS FLAVORS TALKY COMEDY SUPER FEATURE



Paris says Black and White



Glen Spray
Of fine Scotch Oricolating made only for HARRY HOCOMA



In the School Systems of the United States, Drawlet Pens are being used by the following people for a wide variety of projects.

1. Kindergarten and Primary Teachers. To make special flash cards and signs, and outlines for fill-in painting. These are clean-cut, easy to see, and quickly done with Drawlet Pens.
 2. Pupils with defective eyesight. For all writing—because Drawlet ink capacity makes oversize writing easy and its broad lines are extremely legible.
 3. Art Classes in Fifth and Sixth Grades. For the simplest lettering exercises and elementary design.
 4. Art Classes in Junior High Schools. For designs, monograms, mottoes, and repeat motifs for paper fabric or linoleum.
 5. High School Art Classes. For reduction of natural forms to conventional design, creation of geometric design, school posters, Christmas greeting cards, calendars, and show cards.
- Some of the leading school systems using Drawlet Pens

are: New York City, Newark, N. J., Philadelphia, Columbus, Ohio, Akron, Ohio, Cleveland, Detroit, Atlanta, Ga., Minneapolis, and Seattle. Each year sees extensions in the use of Drawlet Pens in the schools.

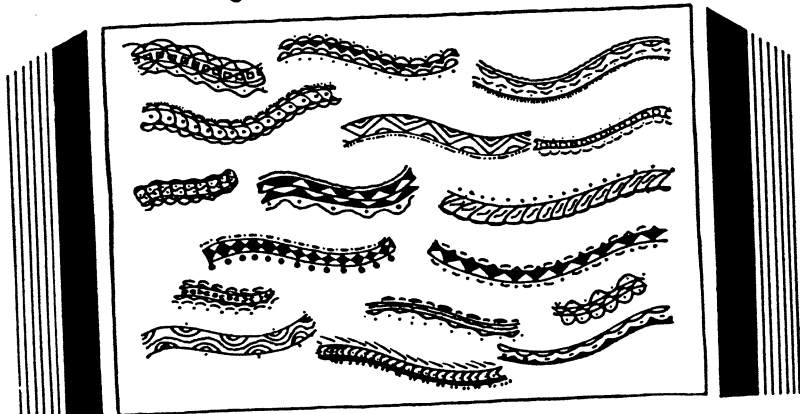
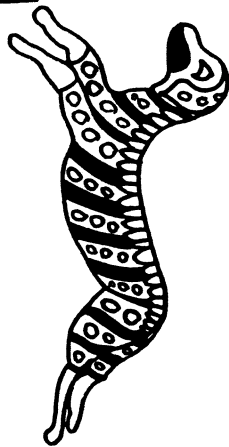
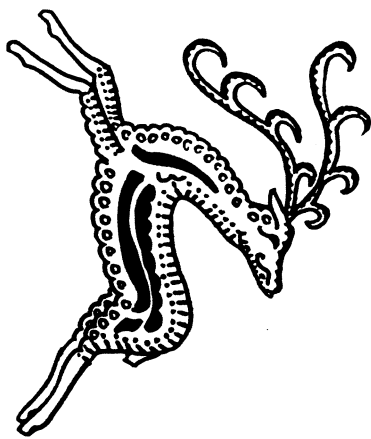
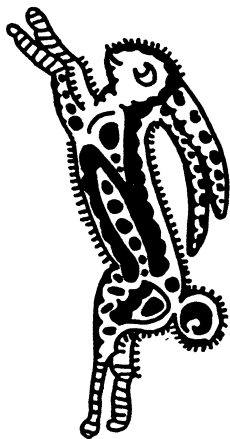
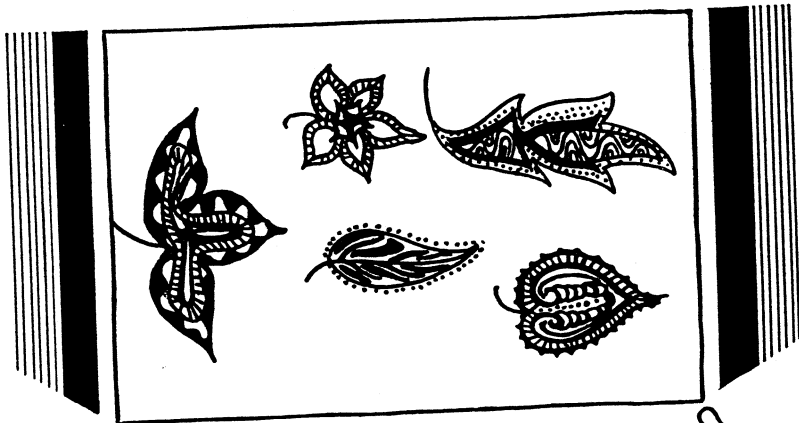
The obvious advantages of Drawlet Pens for use in schools are:

1. Their naturalness—ease of handling and clean-cut nature of results.
2. The resulting concentration by the student on the work in hand rather than on the means of doing it.
3. The ease of cleaning and caring for Drawlet Pens, reducing unproductive minutes for both teachers and students.

On succeeding pages are shown a few examples of school work done with Drawlet Pens, merely to suggest what some schools have done. This is not necessarily the finest work of its kind. It is within the capacity of every high-school class using Drawlet Pens.

Drawlet Pens in Schools

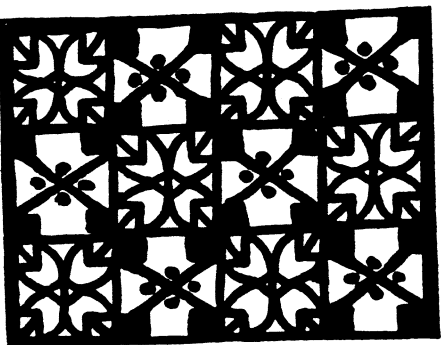
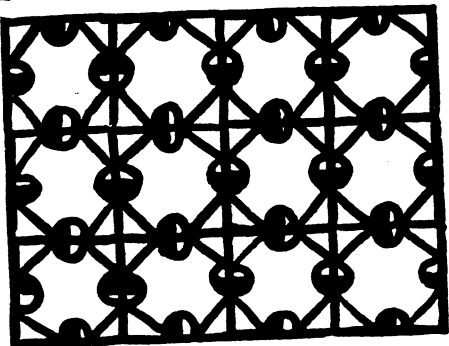
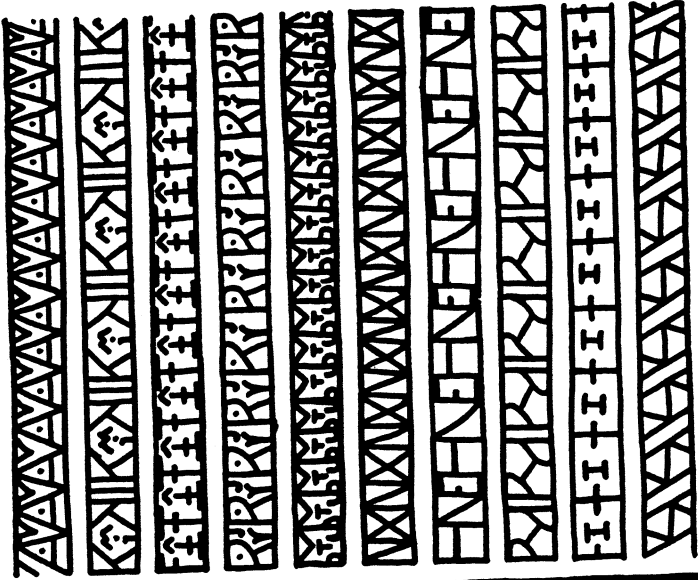
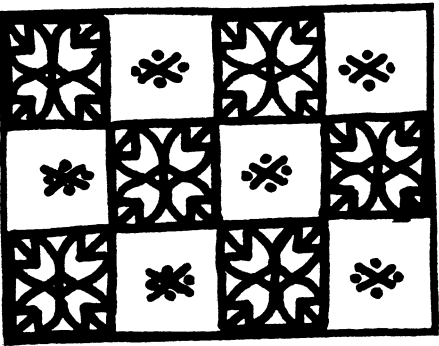
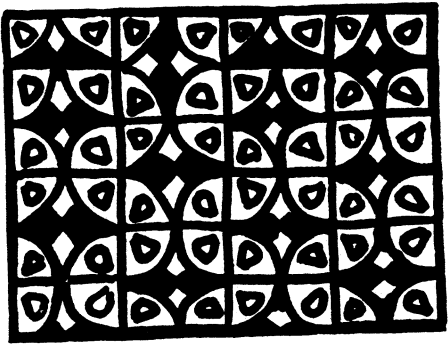
These Designs
were made with Drawlet
Pens by students in Akron,
Ohio. Courtesy of Miss
Worrell, Supervisor of Art.





Samples of
Silhouette Drawing
done with Drawlet Pens in
England.

Samples of
Classroom Work
executed by students in
Akron, Ohio. Courtesy of
Miss Mary Brandon, Super-
visor of Art.



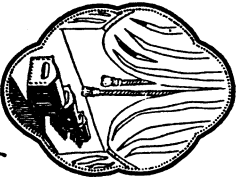
**LET US HAVE FAITH
THAT RIGHT MAKES
MIGHT AND IN THAT
FACT LET US TO THE
END DARE TO DO OUR
DUTY AS WE UNDER-
STAND IT. - LINCOLN.**

You are trying so hard to accomplish a certain thing that you thwart your own purpose. When you put too much thought and effort to the determination you have to master the thing in hand your brain is working on the enforcement of your mental decision, not on the subject to be mastered. You tighten up; your muscles are not responsible; you work under too great a strain, over-anxious to accomplish, by force of mental energy that which the untrained muscles refuse to perform on the eye to visually comprehend.

**OUR BUSINESS IS TO
DO OUR WORK WELL
IN THE PRESENT PLACE
WHATEVER THAT MAY
BE - LYMAN ABBOTT**

**Mottoes and
Posters**

The mottoes were lettered by Akron students and the posters by students in the Alexander Hamilton High School, New York.



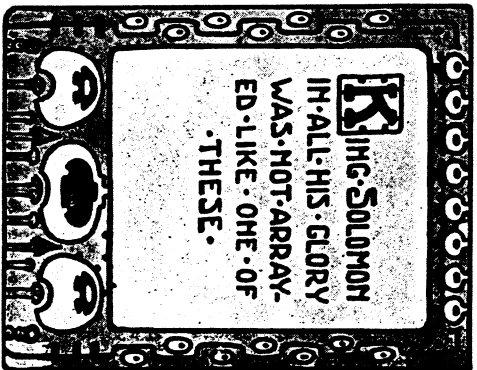
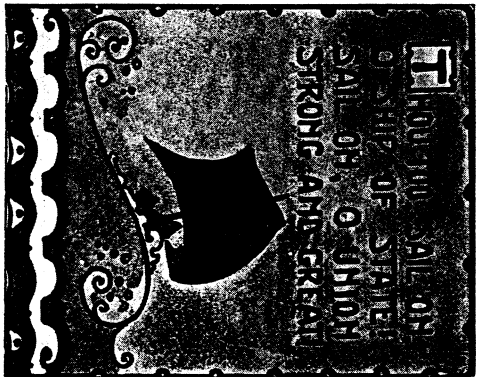
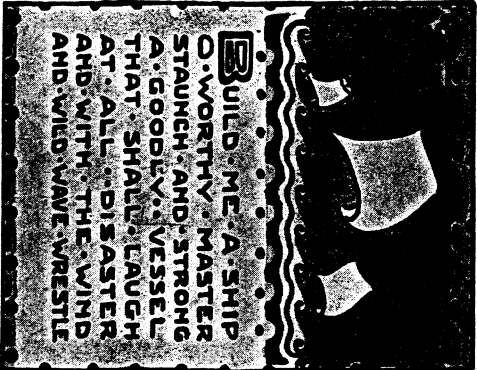
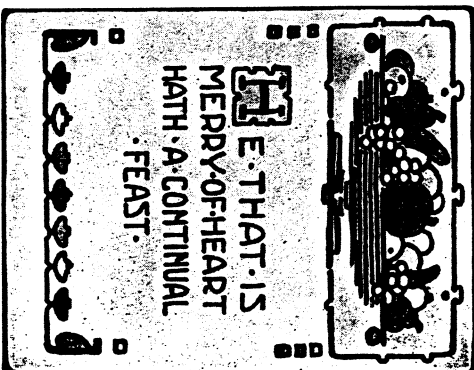
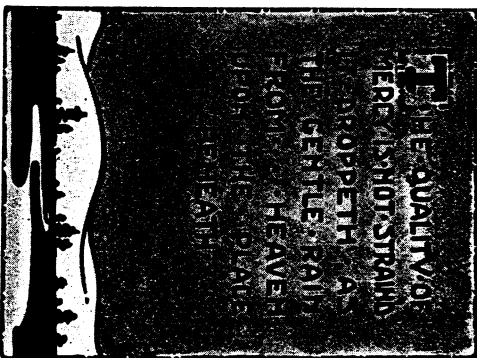
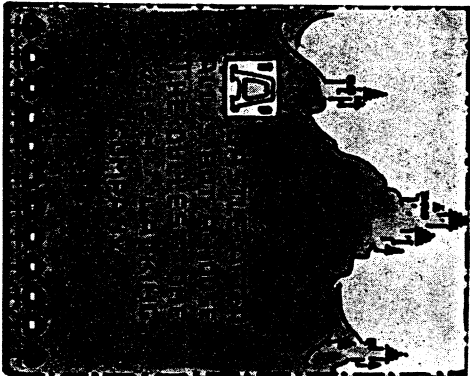
Don't Forget!
OUR ANNUAL PLAY
The
MERCHANT of VENICE
Jan. 29, 1929.

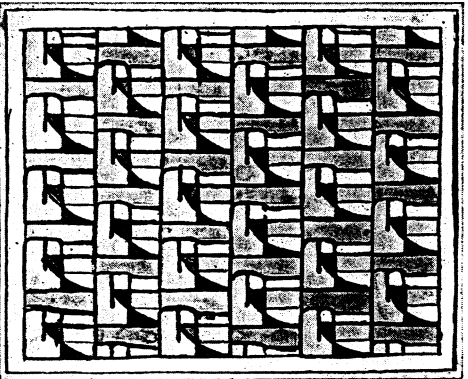
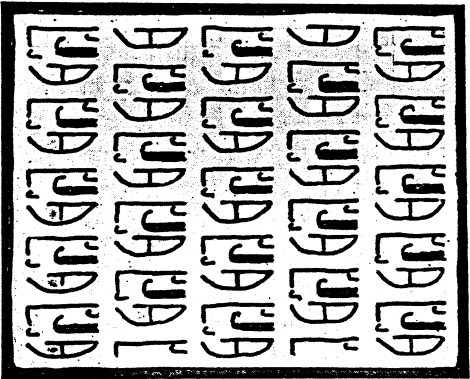
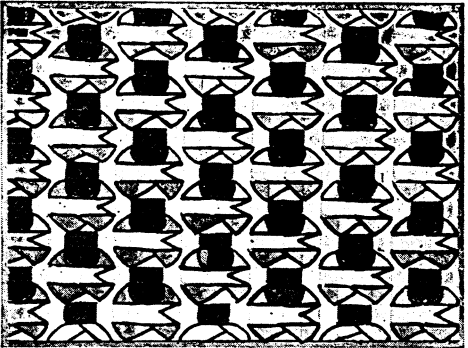
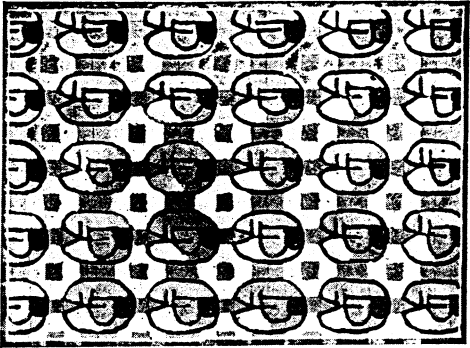
**JOIN
THE
G.O.**

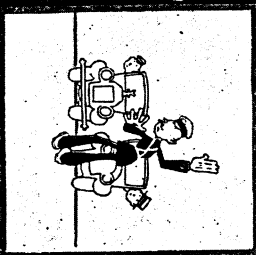
The Six
Attractive Cards

on this page are samples
submitted by Miss Mar-
quardt, Supervisor of Art,
Newark, N. J.

Originals show an har-
monious use of color.







**JUST A
MINUTE**

We want every boy and girl in Detroit to come in and fill out an application blank.

**DETROIT KIDS
SAFETY CLUB**

There is No Fee
Simply Sign the People
I PROMISE TO BE CAREFUL
WHEN CROSSING STREETS!

**The Monogram
Designs**
were executed by Junior
High School students in
Jacksonville, Fla.

An alphabet closely pat-
terned to full letter for-
mation in penmanship.
Made with Round Nib
Drawlet No. 1.

A B C D E F G H I J
K L M N O P Q R S T

U V W X Y Z a b c d e f
g h i j k l m n o p q r s t u v w x

y z & ß *round nib Drawlets*
write like a pencil!

A B C D E F G H I J K L M
N O P Q R S T U V W
X Y Z = 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q r
s t u v w x y z a b c d e f g h i j
k l m n o p q r s t u v w x y z

Alphabet like the Gothic
 with individual letter
 formations that are char-
 acteristic. Made with
 Round Nib Drawlet
 No. 3.

Alphabet executed similar to that on preceding page, but with serifs. Mass and legibility are the keynotes of these formations. Made with Round Nib Drawlet No. 3.

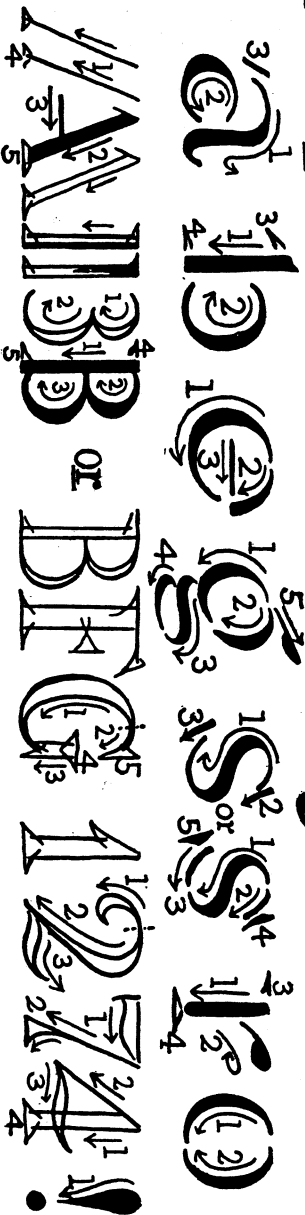
A B C D E F G H I J K
L M N O P Q R S T U V
W X Y Z 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z

A B C D E F G H I J
 K L M N O P Q R S T
 U V W X Y Z & ? ! \$ ~~~~~
 a b c d e f g h i j k l m n o p q
 r s t u v w x y z ? ~~~~~

This alphabet is closely allied to Old English. See page 24. Liberties in the letter formation give it individuality. Made with Drawlet No. 18.

An alphabet with dignity,
 not simplified and not
 too strong. Patterned on
 a Roman with less width
 of the letters. Made with
 Drawlet No. 13.

A B C D E F G H I J K L M N
 O P Q R S T U V W X Y Z A
 1 2 3 4 5 6 7 8 9 0 \$ ¢ ? ! ; &
 a b c d e f g h i j k l m n o
 p q r s t u v w x y z =


 A B C D E F G H I J K L M N
 O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o
 p q r s t u v w x y z



An engraver's script alphabet shown as white on black. Individuality of letters make it splendid for use with formal announcements. Best executed with No. 17 Draw-let.

Heavy massive decorative initial letters with variety in fill in. Made with any round nib, depending on weight of letter required.

A B C D E F G H I J K L
M N O P Q R S T
U V W X Y Z S
A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z

DRAWLET PRODUCTS

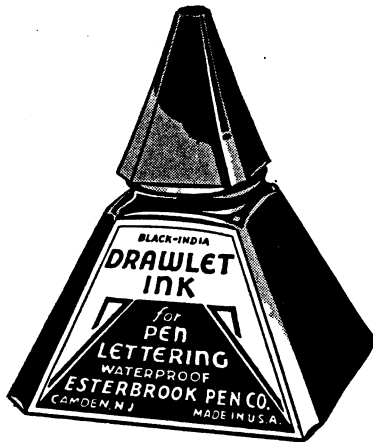
for
Student or Professional Artist



DRAWLET SET NO. 1

A student's or beginner's set of the necessary material for pen lettering or drawing. Contains nine Drawlet Pens (3 round nibs, 3 square nibs, 3 shading nibs), Black India Waterproof Ink, White Ink, penholder, 3 fine pointed pens, Instruction booklet on lettering and drawing. (A list price value of \$1.60.)

Each \$1.00



DRAWLET INK

A pure carbon, black India Waterproof ink, jet black, freely flowing and non-corrosive, for all pen and ink drawing or lettering. Dries with a soft satin finish. Packed in full one-ounce bottle with quill. A new bottle designed with wide opening to admit any penholder, and wide base to prevent upsetting even on a slanting surface.

Each, one ounce..... \$.25



DRAWLET PORTFOLIO

A series of 21 plates, with instructions and notes on plates, beginning with alphabets, progressing through fundamental pen and ink design to finished work of black and white area in bold line technique. Illustrates scope and possibilities of Drawlet Pens in basic operations and design. Excellent for use as text material.

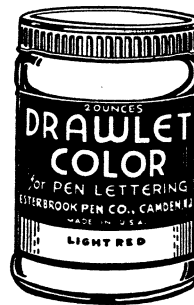
Each \$1.00



DRAWLET SET NO. 2

A set for the commercial artist or advanced student for finished pen and ink lettering and drawing. Contains 19 Drawlet Pens, Black India Waterproof Ink, White Ink, one slender penholder, one patented Pen Releaser penholder, forty-eight-page book of alphabets and designs, 3 Esterbrook fine pointed pens. (A list price value of \$2.95.)

Each \$2.00



DRAWLET COLORS

Specially prepared to use with lettering pens for pen lettering and drawing. All colors are opaque, flow freely without showing pen strokes.

- | | |
|---------------|------------------------|
| Emerald Green | Orange |
| Light Green | Yellow |
| Light Red | Turquoise Blue |
| Dark Red | Brown |
| Ultramarine | White |
| Purple | Black (not waterproof) |

Full two-ounce jars, each..... \$.25

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Other Esterbrook Products

STEEL PENS—For all writing, and for pen-and-ink drawings—a complete range of points: fine, medium, broad, stub, oval, and falcon—a complete range of flexibility, from the soft quill to the stiff manifold. Standard since 1858—the most popular pens in the world.

RE-NEW-POINT FOUNTAIN PEN—Points of solid Durracrome instantly replaceable by the user. Scientifically graded, there is a style for every writing purpose.

"PUSH" PENCIL—Just push the top to feed the lead. Feeds two feet of lead continuously. There is a "Push" Pencil to match every Re-New-Point Fountain Pen.

PENHOLDERS—Tips designed to hold pens firmly, and when laid down to keep them off the desk. Any size or length you wish, rubber, cork or self grips. Perfectly balanced.

DRAWLET INK—Waterproof ink especially adapted for use with Drawlet Pens.

BALL-BEARING CLIPS—Easy opening—grip one or many papers securely—rustproof finish in nickel or vivid colors.

These, as well as Drawlet Pens, are available at your stationer's.

